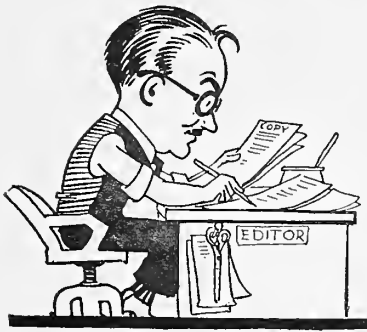


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The Bonnewitz Wholesale Gardens



WEEKLY CHATS AND SPECIALS

Number Thirteen-Season 1927 Van Wert, Ohio, Oct. 14, 1927.

A FUTURE SERVICE FOR BASE BALL FANS

When my "ship comes in" and my bank account means more than an accommodation item and charitable service to the bank cashier, I believe I will endow another foundation, and the purpose of this new fund will be to educate the wives of base ball fans in the mysteries of the game, so that they will enjoy a "World Series Broadcast" just as much as the masculine side of the firm. Try as I will, I cannot get my wife to see the real seriousness of a "wild pitch" with the bases loaded, or the strategy of passing a heavy batter, or the value of a well placed bunt to advance a runner. Through perseverance on the part of her instructor she now understands the fundamental difference between a "ball" and a "strike", and that the figures of player's batting average does not represent the number of feet he has knocked a ball. When this new plan of education gets under way and all the sisters can visualize an exciting game through the voice of Macnamee, or some other star announcer (Graham will have passed his prime before my ship docks) then will scores of married fans rise up and sing praises to my foresight. But just now, the final comment always is, "But Daddy, I just can't understand, and it doesn't mean a thing to me." Here's hoping that someday Mrs. Shimer will enjoy the excitement of a real game. If I can create enough enthusiasm to get her to "see a game through," then the victory is mine.

Sometimes I think we have just as difficult a problem in educating Seed and Nursery firms to appreciate the commercial value of the newer Peonies. I can fill pages of comments in my enthusiasm about the stately, symmetrical, perfect beauty of Le Cygne, the loose, ethereal, fairy atmosphere of Jubilee, the bewitching and elusive coloring of Solange and Tourangelle, the dainty coloring and refined glory of Therese, the majestic color, form and carriage of Philippe Rivoire, Phyllis Kelway and Auguste Dessert, every word of which would be gospel truth, and yet the word pictures would have no value, unless the reader had created by actual observation, a foundation of enthusiasm for the comments. If we can but get our Nursery and Seed Trade friends to "see a season through" and study the merits of these new varieties in their own exhibition planting, or in someone's garden, then the victory is ours, for in this case "Seeing is Believing".

And that is exactly the purpose of the Educational Groups of Peonies offered in this issue of our Bulletin. These groups represent Peonies, which, in our opinion, have an established commercial value, and we are propagating them to the ut-

most in order that we may have sufficient stock to meet the demand of a few Nursery and Seed Trade firms when they become acquainted with the real beauty of fine Peonies. We realize that we will not be able to supply all the firms who will become interested, but we are striving to be in position to render a grower's service to a few. We are confident that our efforts to educate this important sales field in the better value of fine Peonies will result in an increased interest and demand for the better varieties. To the growers on our list, we wish to emphasize the importance of being prepared to meet this increased demand when it does materialize.

Every Nursery and Seed Trade firm will do well to glance over these Educational Groups. They offer the "Best in Peonies" at especially low prices, and in no better way can your firm learn the value of these new Peonies than by growing, developing, blooming and studying them in your own exhibition planting. These Educational Groups are conveniently arranged, carefully selected and advantageously priced for your benefit. Do not overlook this opportunity to become acquainted with the "Best in Peonies" at a very nominal investment. These Educational Groups are listed on another sheet for your convenience in ordering.

I know this is Peony planting time, and that Iris comments are slightly out of place, but I know you will pardon these few remarks. One of the most effective advertisements I ever read featured a "Double Duty" cord tire. The words were catchy, and the tires, or at least one set of them, lived up to their trade name by functioning after other tires had served their allotted time. Jacob Sass, of Omaha, Nebraska, one of the foremost American Iris hybridists, has given us "double duty" Irises in Autumn King and Autumn Queen. When other Irises seem to be settling down for the long dormant period of winter, these varieties put forth a second showing of their bloom, giving us a farewell reminder of the parade of beauty which will return next April and May. A few plants of Autumn King have presented blue-lilac blooms of good size, splendid substance and fine carriage for the past two weeks, and Autumn Queen, a white of good size and quality showed color a week or more ago. I must not forget to add that in Allies, Vilmorins have given us another "double duty" Iris for it has repeated a showing of its magnificent coppery toned blooms of violet-rose. Allies and Autumn King have been very much in evidence the past three weeks. We trust that Mr. Sass and the Iris hybridists of the Vilmorin firm will continue to carry on this strain until we have a line of fall blooming Ambassadeurs, Prosperos, Mother of Pearls, Morning Splendors, W. R. Dykes and other outstanding varieties. What an Iris season we will then have.

No bulletin next week. I will be taking notes at the convention of the Direct Mail Advertising Association at Chicago, October 19, 20 and 21. If you plan to attend, hunt me up at The New Stevens.

Lee A. Shimer
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The Bonnewitz Wholesale Gardens,
Van Wert, Ohio

THE BONNEWITZ WHOLESALE GARDENS

VAN WERT, OHIO

OCTOBER IS PEONY PLANTING TIME

Here is our Wholesale Offering of Peonies. Our surplus may contain just the varieties, you, as a specialist, wish to plant. Stock is offered for immediate delivery, and all orders are accepted subject to surplus being unsold. Order in any quantity you wish, and we will make complete shipment if our available surplus is not exhausted. Each division will be the established wholesale size, at least three eyes with a good root system. All shipments will be made by express, transportation charges collect, unless otherwise instructed. If parcel post delivery is requested, the actual cost of postage and insurance will be added to the invoice. Terms - Thirty days net from date of shipment. Two (2) per cent discount for cash with order.

Our Educational Group Offers will be made up from this list, and the recommended varieties will be submitted by letter to all interested Nursery and Seed Trade firms.

VARIETY	PRICE	EACH	VARIETY	PRICE	EACH
	RETAIL	WHOLESALE		RETAIL	WHOLESALE
ASSMANSHUSEN-----	\$ 5.00	\$ 2.50	H. A. HAGEN-----	\$ 3.50	\$ 1.75
BARONESS SCHROEDER---	1.50	.75	HELEN WOLAVER-----	4.00	2.00
BEAUTY'S MASK-----	1.50	.75	JAMES BOYD-----	10.00	5.00
BENOIT-----	3.00	1.50	JAMES KELWAY-----	2.00	1.00
BERTRADE-----	4.00	2.00	JEANNE GAUDICHAU----	2.00	1.00
BUNCH OF PERFUME----	1.00	.50	JEANETTE OPPLINGER---	1.50	.75
BUNKER HILL-----	3.00	1.50	JEANNOT-----	12.50	6.00
CANDEUR-----	5.00	2.50	JOHN RICHARDSON-----	2.00	.90
CHAS. S. MINOT-----	2.00	1.00	JUDGE BERRY-----	7.00	3.50
CHERRY HILL-----	5.00	2.50	KARL ROSEFIELD-----	2.00	.90
CLEMENCEAU-----	6.00	3.00	KELWAY'S GLORIOUS----	18.00	9.00
CORONATION-----	3.00	1.50	LADY ALEX. DUFF-----	4.00	1.75
DOROTHY E. KIBBY----	3.00	1.50	LADY GWEN. CECIL-----	2.00	1.00
DR. H. BARNSBY-----	2.00	.90	LA FRANCE-----	6.00	3.00
ELWOOD PLEAS-----	3.00	1.50	LE CYGNE-----	10.00	6.50
E. B. BROWNING-----	5.00	2.50	LONGFELLOW-----	5.00	2.00
EMCHEN-----	5.00	2.50	LORA DEXHEIMER-----	4.00	2.00
EMILIE HOSTE-----	3.00	1.50	LOVELINESS-----	3.50	1.75
ENCHANTRESSE-----	5.00	2.50	LUCY E. HOLLIS-----	2.50	1.25
ENCHANTMENT-----	1.50	.75	MME. BENOIT RIVIERE--	3.00	1.50
ENTENTE CORDIALE----	1.00	.50	MME. D. TREYERAN-----	2.00	1.00
ESTAFETTE-----	2.00	1.00	MME. EMILE DUPRAZ----	4.00	2.00
EUGENE VERDIER-----	2.00	1.00	MME. FRAN. TOSCANELLI	3.00	1.50
EUGENIE VERDIER-----	1.00	.50	MME. GAUDICHAU-----	7.50	3.75
EVANGELINE-----	3.50	1.75	MME. JULES DESSERT---	4.00	2.00
EXQUISITE-----	3.00	1.50	MARG. GAUDICHAU-----	3.50	1.50
FRANCES SHAYLOR-----	5.00	2.50	MARIE CROUSSE-----	2.00	.90
GALATHEE-----	5.00	2.75	MARTHA BULLOCH-----	10.00	5.00
GEORGIANA SHAYLOR----	5.00	2.50	MARY BRAND-----	3.00	1.25
GINETTE-----	3.00	1.00	MARY W. SHAYLOR-----	10.00	5.00

	PRICE	EACH		PRICE	EACH
VARIETY	RETAIL	WHOLESALE		RETAIL	WHOLESALE
MAUD L. RICHARDSON---	\$ 2.50	\$ 1.25	POETE F. MISTRAL----	\$ 2.00	\$ 1.00
MID. SUM. NIGHT'S DREAM -	2.50	1.25	PRIMEVERE-----	3.00	1.50
MIGNON-----	4.00	2.00	RACHEL-----	4.00	2.00
M. JULES ELIE-----	1.50	.85	RAOUL DESSERT-----	8.00	4.00
Miss SALWAY-----	5.00	2.50	RAUENTHAL-----	5.00	2.50
M. MAR. CAHUZAC-----	3.00	1.50	REINE HORTENSE-----	2.00	1.00
MRS. ED. HARDING-----	15.00	7.50	RICHARD CARVEL-----	7.50	3.75
MRS. JHN. M. LEWIS---	3.00	1.50	ROSETTE-----	5.00	2.50
NINA SECOR-----	10.00	5.00	R. P. WHITFIELD-----	1.50	.75
NYMPHAEA-----	5.00	2.50	SARAH BERNHARDT-----	2.50	1.25
OPAL-----	2.50	1.00	SARAH CARSTENSON-----	5.00	2.50
OTHELLO-----	3.00	1.50	SECRETARY FEWKES-----	5.00	2.50
PASTEUR-----	2.00	1.00	SOLANGE-----	5.00	2.25
PHIL. RIVOIRE-----	25.00	12.50	SOPS OF WINE-----	2.00	1.00
PHILOMELE-----	1.00	.50	SOUV. DE F. RUITTON--	2.50	1.25
PIERRE DUCHARTRE-----	2.00	1.00	STRASSBURG-----	3.00	1.50
WALTER FAXON-----	5.00	2.50	TENUIFOLIA FL. PLENA-	3.00	1.50
WELCOME GUEST-----	3.00	1.50	THERESE-----	5.00	2.00

WE'LL GO 50-50.

We want to meet Nursery and Seed Trade firms interested in the newer Peonies and Irises more than half way. Our Educational Group plan is just another cooperative effort to help firms get acquainted with the better varieties first hand. Full details by letter to any firm interested.

